



BENSON &amp; HEDGES (CANADA) INC.

A/TO: See Distribution

DATE: November 9th, 1984

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DE/FROM: Dominique Wallart

**OBJET/SUBJECT:** PASSPORT - PILOT STUDY REPORT

Please find attached the report on the pilot study of Passport concept conducted by Frank Costenzo.

The objective of the pilot was to provide insight on the range and nature of the factors linked to given realms of interest. And also to sensitize to specific pertinent issues to be covered in the following interview session (one-on-one interviews).

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